## **Benton County**

## Quit Line Data Summary January 1 - March 31, 2003

Number of Calls to Quit Line     N = 65     N = 4,042       Percent of Statewide Calls     1.9%     100.0%       Percent of State Population in County¹     2.4%     100.0%       County %     State %       Gender     N = 65     N = 3,681       Female     72.3%     62.2%       Male     27.7%     3.78%       Race/Ethnicity     N = 61     N = 3,087       People of Color     13.1%     12.9%       White     8.69     37.1%       Age     N = 61     N = 3,298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     1.6%     1.8%       25 - 34 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%	January 1 - March 31, 2003	Country	Stata
Percent of Statewide Calls     1.9%     100.0%       Percent of State Population in County¹     2.4%     100.0%       Cender     N = 65     N = 3.881       Female     72.3%     62.2%       Male     27.3%     62.2%       Male     N = 61     N = 3.087       Rece/Ethnicity     N = 61     N = 3.087       People of Color     13.1%     12.9%       White     86.9%     87.1%       Age     N = 61     N = 3.298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     1.6%     1.8%       25 - 34 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       45 years and older     9.8%     19.2%       High school graduate     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       Caller Type     N = 62     N = 3.66       General Information <t< th=""><th>Number of Calle to Quit Line</th><th>County</th><th>State</th></t<>	Number of Calle to Quit Line	County	State
Percent of State Population in County¹     2.4%     100.0%       Cender     N = 65     N = 3.581       Fermale     72.3%     62.2%       Male     27.7%     37.8%       Race/Ethnicity     N = 61     N = 3.087       People of Color     13.1%     12.9%       White     86.9%     81.7%       Age     N = 61     N = 3.298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     1.6%     1.8%       25 - 34 years old     24.6%     27.0%       35 - 44 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3.197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/rocational school     37.7%     36.6%       Caller Type     N = 62     N = 3.66       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user <t< td=""><td></td><td></td><td>•</td></t<>			•
Gender     N = 65     N = 3,581       Female     72.3%     62.2%       Male     27.7%     37.8%       Race/Ethnicity     N = 61     N = 3,087       People of Color     13.1%     12.9%       White     86.9%     87.1%       Age     N = 61     N = 3,298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college-vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,556       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%			
Gender     N = 65     N = 3,881       Female     72.3%     62.2%       Male     27.7%     37.8%       Race/Ethnicity     N = 61     N = 3,087       People of Color     13.1%     12.9%       White     86.9%     87.1%       Age     N = 61     N = 3,298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     26.2%     23.1%       25 - 34 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%	Percent of State Population in County	2.4%	100.0%
Gender     N = 65     N = 3,881       Female     72.3%     62.2%       Male     27.7%     37.8%       Race/Ethnicity     N = 61     N = 3,087       People of Color     13.1%     12.9%       White     86.9%     87.1%       Age     N = 61     N = 3,298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     26.2%     23.1%       25 - 34 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%		County %	State %
Female Male     72.3%     62.2%       Male     27.7%     37.8%       Race/Ethnicity     N = 61     N = 3,087       People of Color     13.1%     12.9%       White     86.9%     87.1%       Age     N = 61     N = 3,298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     26.2%     23.1%       25 - 34 years old     26.2%     23.1%       35 - 44 years old     26.2%     23.1%       45 years and older     26.2%     23.1%       50 detaction     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%     11.4%       College graduate     45.9%     11.4%     1.4%       Caller Type     N = 62     N = 3,656     6     9.4%     1.4%     3.2%       General Information     3.2%     9.4%     9.4%     9.4%     9.4%     9.4%     9.4%     9.4%	Gender	<del>_</del>	
Male     27.7%     37.8%       Race/Ethnicity     N = 61     N = 3,087       People of Color     13.1%     12.9%       White     86.9%     87.1%       Age     N = 61     N = 3,298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     14.8%     14.6%       25 - 34 years old     26.2%     27.0%       35 - 44 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.27%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     9.19%     87.4%       Payer Type     N = 50     N = 2,529       Uninsured     2.0%	Female	72.3%	
People of Color     13.1%     12.9%       White     86.9%     87.1%       Age     N = 61     N = 3.298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     26.2%     23.1%       25 - 34 years old     26.2%     23.1%       35 - 44 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     <	Male		
People of Color     13.1%     12.9%       White     86.9%     87.1%       Age     N = 61     N = 3.298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     26.2%     23.1%       25 - 34 years old     26.2%     23.1%       35 - 44 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     <	Race/Ethnicity	N = 61	N = 3.087
White     86.9%     87.1%       Age     N = 61     N = 3.298       Less than 18 years old     1.6%     1.8%       18 - 24 years old     26.2%     23.1%       35 - 34 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       Colleg graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     0.7			
Less than 18 years old     1.8%     1.8%       18 - 24 years old     14.8%     14.8%       25 - 34 years old     26.2%     23.1%       35 - 44 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     18.%     0.7%       Health care provider <t< td=""><td>·</td><td></td><td></td></t<>	·		
Less than 18 years old     1.8%     1.8%       18 - 24 years old     14.8%     14.8%       25 - 34 years old     26.2%     23.1%       35 - 44 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     N = 55     N = 3,148       Past caller     14.5%     9.7%       Employer/worksite     18.%     0.7%       Health care provider <t< td=""><td><b>A</b></td><td>N - 64</td><td>N - 2 200</td></t<>	<b>A</b>	N - 64	N - 2 200
18 - 24 years old   14.8%   14.6%     25 - 34 years old   26.2%   23.1%     35 - 44 years old   24.6%   27.0%     45 years and older   32.8%   33.5%     Education   N = 61   N = 3,197     Did not graduate high school   9.8%   19.2%     High school graduate   45.9%   32.7%     Some college/vocational school   37.7%   36.6%     College graduate   6.6%   11.4%     Caller Type   N = 62   N = 3,656     General Information   3.2%   9.4%     Health care provider   4.8%   3.2%     Tobacco user   91.9%   87.4%     Payer Type   N = 50   N = 2,529     Insured   50.0%   36.7%     Uninsured   24.0%   29.6%     Medicaid   26.0%   33.7%     Heard About   N = 55   N = 3,148     Past caller   14.5%   9.1%     Employer/worksite   1.8%   0.7%     Health care provider   10.9%   24.8%     Television   32.7%   18.3%	-		
25 - 34 years old     26.2%     23.1%       35 - 44 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)<			
35 - 44 years old     24.6%     27.0%       45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)			
45 years and older     32.8%     33.5%       Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     24.0%     29.6%       Medicaid     24.0%     29.6%       Medicaid     24.0%     29.6%       Medicaid     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing			
Education     N = 61     N = 3,197       Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     0.0%       Targeted mailing     0.0%     0.2%       Great Start     0	•		
Did not graduate high school     9.8%     19.2%       High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.2%       Radio     3.6%	45 years and older	32.8%	33.5%
High school graduate     45.9%     32.7%       Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.2%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2	Education	N = 61	N = 3,197
Some college/vocational school     37.7%     36.6%       College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.2%       Great Start     0.0%     2.5%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5% <t< td=""><td>Did not graduate high school</td><td>9.8%</td><td>19.2%</td></t<>	Did not graduate high school	9.8%	19.2%
College graduate     6.6%     11.4%       Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.1%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2% <td>High school graduate</td> <td>45.9%</td> <td>32.7%</td>	High school graduate	45.9%	32.7%
Caller Type     N = 62     N = 3,656       General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.2%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5% <td>Some college/vocational school</td> <td>37.7%</td> <td>36.6%</td>	Some college/vocational school	37.7%	36.6%
General Information     3.2%     9.4%       Health care provider     4.8%     3.2%       Tobacco user     91.9%     87.4%       Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.1%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5%	College graduate	6.6%	11.4%
Health care provider   4.8%   3.2%     Tobacco user   91.9%   87.4%     Payer Type   N = 50   N = 2,529     Insured   50.0%   36.7%     Uninsured   24.0%   29.6%     Medicaid   N = 55   N = 3,148     Past caller   14.5%   9.1%     Employer/worksite   1.8%   0.7%     Health care provider   10.9%   24.8%     Television   32.7%   18.3%     Outdoor advertisement (billboard/bus/wall)   1.8%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   0.0%   0.1%     Radio   3.6%   1.9%     Newspaper/Magazine   0.0%   2.5%     Brochure/Newsletter   5.5%   8.2%     Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%	Caller Type	N = 62	N = 3,656
Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.1%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5%		3.2%	
Payer Type     N = 50     N = 2,529       Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.1%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5%	Health care provider	4.8%	3.2%
Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.1%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5%	Tobacco user	91.9%	87.4%
Insured     50.0%     36.7%       Uninsured     24.0%     29.6%       Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.1%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5%	Payer Type	N = 50	N = 2,529
Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.1%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5%		50.0%	
Medicaid     26.0%     33.7%       Heard About     N = 55     N = 3,148       Past caller     14.5%     9.1%       Employer/worksite     1.8%     0.7%       Health care provider     10.9%     24.8%       Television     32.7%     18.3%       Outdoor advertisement (billboard/bus/wall)     1.8%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     0.0%     0.1%       Radio     3.6%     1.9%       Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5%	Uninsured	24.0%	29.6%
Past caller   14.5%   9.1%     Employer/worksite   1.8%   0.7%     Health care provider   10.9%   24.8%     Television   32.7%   18.3%     Outdoor advertisement (billboard/bus/wall)   1.8%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   0.0%   0.1%     Radio   3.6%   1.9%     Newspaper/Magazine   0.0%   2.5%     Brochure/Newsletter   5.5%   8.2%     Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%			
Past caller   14.5%   9.1%     Employer/worksite   1.8%   0.7%     Health care provider   10.9%   24.8%     Television   32.7%   18.3%     Outdoor advertisement (billboard/bus/wall)   1.8%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   0.0%   0.1%     Radio   3.6%   1.9%     Newspaper/Magazine   0.0%   2.5%     Brochure/Newsletter   5.5%   8.2%     Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%	Heard About	N = 55	N = 3,148
Employer/worksite   1.8%   0.7%     Health care provider   10.9%   24.8%     Television   32.7%   18.3%     Outdoor advertisement (billboard/bus/wall)   1.8%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   0.0%   0.1%     Radio   3.6%   1.9%     Newspaper/Magazine   0.0%   2.5%     Brochure/Newsletter   5.5%   8.2%     Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%	Past caller	14.5%	•
Health care provider   10.9%   24.8%     Television   32.7%   18.3%     Outdoor advertisement (billboard/bus/wall)   1.8%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   0.0%   0.1%     Radio   3.6%   1.9%     Newspaper/Magazine   0.0%   2.5%     Brochure/Newsletter   5.5%   8.2%     Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%	Employer/worksite		
Television   32.7%   18.3%     Outdoor advertisement (billboard/bus/wall)   1.8%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   0.0%   0.1%     Radio   3.6%   1.9%     Newspaper/Magazine   0.0%   2.5%     Brochure/Newsletter   5.5%   8.2%     Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%			
Outdoor advertisement (billboard/bus/wall)   1.8%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   0.0%   0.1%     Radio   3.6%   1.9%     Newspaper/Magazine   0.0%   2.5%     Brochure/Newsletter   5.5%   8.2%     Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%	·		
Targeted mailing   0.0%   0.2%     Great Start   0.0%   0.1%     Radio   3.6%   1.9%     Newspaper/Magazine   0.0%   2.5%     Brochure/Newsletter   5.5%   8.2%     Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%			
Great Start   0.0%   0.1%     Radio   3.6%   1.9%     Newspaper/Magazine   0.0%   2.5%     Brochure/Newsletter   5.5%   8.2%     Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%			
Newspaper/Magazine     0.0%     2.5%       Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5%	Great Start	0.0%	0.1%
Brochure/Newsletter     5.5%     8.2%       Family or friend     23.6%     24.2%       Health Department     5.5%     4.5%	Radio	3.6%	1.9%
Family or friend   23.6%   24.2%     Health Department   5.5%   4.5%	Newspaper/Magazine	0.0%	2.5%
Health Department 5.5% 4.5%	Brochure/Newsletter	5.5%	8.2%
·	Family or friend	23.6%	24.2%
School 0.0% 0.7%	Health Department	5.5%	4.5%
	School	0.0%	0.7%

Source: Washington State Department of Health Tobacco Prevention and Control

<sup>&</sup>lt;sup>1</sup> "Census 2000", August 2001 (OFM)

Assessment and Evaluation \* Rate not calculated because number of calls was less than 5.